

SEVENTH GENERATION'S REDESIGN



Properties list:

packaging as a new medium
end-user packaging
range of products
extra-use of packaging
concept
wrapper
pouch
other shapes
box
homecare products
logistic optimisation
recycled materials
polylaminated
cardboard and paper
minimal
eco-friendly
contemporary
identity by typography
identity by colour

Seventh Generation's redesign will have a purposeful and sincere approach to sustainability by making the packaging more functional and practical while using less material. In this way, Seventh Generation and its customers will make a positive impact on our environment, creating a more harmonious world.

Reference: <http://thejohnnychang.com/selected-works/seventh-generation/>

Credits:

Country: USA

Year: 2008

Agency: The Johnny
Chang

User: Seventh Generation

Designer: Johnny Chang

Other images:

